Walk, Roger A. CA

From:	Farlow, Kimberlie J.
Sent:	Wednesday, January 29, 2003 2:06 PM
To:	Walk, Roger A.; McCormick, Brendan J.; Mitola, Michele; Gross, Deane; Berlind, Mark; Garguilo, Thomas M.; Katzenmeyer, Thomas A.; Desel, Paula; Lau, Raymond W.; Scruggs, John; Turner, Henry
Cc:	Solana, Rick P.; Nyffeler, Urs; Werley, Mike; Cruise, Mark R.; Pfeil, Michael E.; Golisch, Jennifer L
Subject:	RE: Action required: Coordination of communication efforts for Accord-JLI

Jennifer Golisch will be your primary contact for Corporate Affairs/Community Relations/Richmond. She can be of help on both external and internal audiences as she works closely with Cheryl Sesterak.

-----Original Message-----
From: Walk, Roger A.
Sent: Monday, January 27, 2003 4:07 PM
To: McCormick, Brendan J.; Mitola, Michele; Gross, Deane; Farlow, Kimberlie J.; Berlind, Mark; Garguilo, Thomas M.; Katzenmeyer, Thomas A.; Desel, Paula; Lau, Raymond W.; Scruggs, John; Turner, Henry
Cc: Solana, Rick P.; Nyffeler, Urs; Werley, Mike; Cruise, Mark R.; Pfeil, Michael E.
Subject: Action required: Coordination of communication efforts for Accord-JLI
Importance: High

Dear colleagues,

In order to most effectively and efficiently communicate to our external stakeholders about Accord-JLI we need to coordinate the communication efforts of Corporate Affairs, Federal and State Government Affairs, Marketing, Law Dept., and RD&E. Urs Nyffeler has suggested to prepare a consolidated communication plan with key milestones and present this to the PM US Senior Team within the next few weeks.

To get this plan/presentation jump started Urs asked me to invite you to join a small team representing the 5 groups/departments involved in the communication (are there others we should include?) and put together a concise plan that combines the key milestones for our specific audiences/stakeholders from our individual communication plans into one consolidated timeline. This could be the basis for a short presentation to the Senior Team in February. We should then keep this team meeting in an appropriate frequency until the launch to coordinate potential modifications of the implementation/execution of the plan as we move forward.

Would the following team represent the most efficient way (did I miss somebody, are there too many?) to coordinate our communication efforts ?

Corporate Affairs: Brendan McCormick, Michele Mitola, Deane Gross, Kim Farlow
Government Affairs: John Scruggs, Henry Turner (Mark Berlind)
Marketing: Tom Garguilo, Tom Katzenmeyer
Law Dept.: Paula Desel
RD&E: Raymond Lau, Roger Walk

[I was not able to reach John and Henry to give them a heads-up and evaluate their interest to be part of this, but Brendan or I will get in touch with them ASAP].

As a start we could:
(1) Share the list of your stakeholders/audiences, messages, materials and milestones (all);
(2) Prepare a draft plan including timeline with all the elements provided from the groups (R. W)
(3) Have a conference call to consolidate and finalize the draft for presenting the plan to the Senior Team (all).

Please let me know whether you think this is the right team and the right way to get to a consolidated communication plan expeditiously and whether you can contribute the necessary information from your group. The timing for steps (1) to (3) and the time to get on the Senior Teams' agenda will depend on the new dates the NPC has decided on today. So I would appreciate **Tom Garguilo sharing with us the up-to-date dates for the Sell-in, the claim communication to external stakeholders incl. the media and the date at retail as the key**

Source: https://www.industrydocuments.ucsf.edu/docs/mxdk0001

dates framing our coordinated plan.

Regards,
Roger Walk

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Source: https://www.industrydocuments.ucsf.edu/docs/mxdk0001